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SGWU NEWS RELEASE

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BUSINESS-AIDE:
FREE HELP ON THE WAY FOR SMALL BUSINESS

Commerce students at Sir George Williams University who say they have answers to the many problems facing small businessmen are at work establishing a free service for those who can't afford the high cost of consultants.

Called Business-Aide, it is based on the premise that businesses should not have to suffer from inefficiency because of small size. It will be staffed by senior students working for course credit under supervision of their professors, and supplemented by volunteer business experts on call for specialized cases.

Project coordinators are recent SGWU commerce graduates David Hodgson and Janis Riven. They gained experience last year working with the Foundation of the Friends of St. Anne helping small businessmen with accounting systems, growth plans and merchandising tips. They now seek to broaden this service with year-round free Business-Aide to start in September.

Hodgson and Riven are concerned by the alarming bankruptcy rate of Quebec small businessmen; 9 out of 10 small businesses starting up today will fold within a year, a situation they say is largely due to a lack of expertise. They are now looking to big business for assistance in launching Business-Aide, seeking not only money but volunteer specialists as well.

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Malcolm Stone
Information Officer

Note: Dave Hodgson can be reached at 879-7335, 937-4842 or Zenith 98910; Janis Riven at 738-1938 or (819) 326-2209. The faculty contact is Dr. Henry Tutsch, chairman of the management department, 879-4328.